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[save](#)locally as: ☐ include search strategy[previous
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documents](#)[order](#)☐ document 3 of 12 [Order Document](#)**INSPEC - 1969 to date (INZZ)****Accession number & update**

6737657, C2000-12-0230-001; 20001001.

TitleEconomics of **personal** information **exchange**.**Author(s)**[Sholtz-P.](#)**Author affiliation**

PrivacyRight, San Mateo, CA, USA.

Source

First-Monday (Denmark), vol.5, no.9, 4 Sept. 2000. Published: Munksgaard International Publishers.

ISSN

ISSN: 1396-0466.

AvailabilityURL: <http://www.firstmonday.dk/issues/issue5-9/sholtz/index.html>Document Collection URL: <http://www.firstmonday.dk>.**Publication year**

2000.

Language

EN.

Publication type

J Journal Paper.

Treatment codes

G General or Review.

Abstract

Personal information has become the new currency of online commerce. Recent figures indicate that between 75 and 90 million Americans regularly use the **Internet**, and very rarely do these consumers actually **pay** for the content they see. Instead, **Internet** users offer up **personal** information about themselves as they go. Sometimes this information **exchange** occurs voluntarily, and sometimes it happens without the consumer knowing about it. In either case, vast warehouses of **personal** information are compiled, bought, and sold. **Personal** information is the lifeblood of the **Internet** economy. (0 refs).

Descriptors[data-privacy](#); [economics](#); [electronic-commerce](#); [information-resources](#).**Keywords**economics; **personal** information **exchange**; online commerce; **Internet** users.**Classification codes**

C0230 (**Economic**, social and political aspects of computing).
C7210N (Information networks).

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locally as: ☒ ☐ include search strategy

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STIC Search Report

EIC 2100

STIC Database Tracking Number: 121365

TO: Leslie Wong
Location: 4D41
Art Unit : 2177
Thursday, May 06, 2004

Case Serial Number: 09/849455

From: Carol Wong
Location: EIC 2100
PK2-4B33
Phone: 305-9729

carol.wong@uspto.gov

Search Notes

Dear Examiner Wong,

Attached are the search results (from commercial databases) for your case. I was only able to search one half of the NPL databases within the 3 hour F&F time limitation because of the lengthy system processing times of very common search terms. Pls let me know if you are able to wait until the end of day for the results of the remaining databases. I will be in the EIC for the Open House until 3:30 pm today.

Color tags mark the patents/articles which appear to be most relevant to the case. Pls review all documents, since untagged items might also be of interest. If you wish to order the complete text of any document, pls submit request(s) directly to the EIC2100 Reference Staff located in PK2-4B40.

Pls call if you have any questions or suggestions for additional terminology, or a different approach to searching the case. Finally, pls complete the attached Search Results Feedback Form, as the EIC/STIC is continually soliciting examiners' opinion of the search service.

Thanks,
Carol



File 9:Business & Industry(R) Jul/1994-2004/May 05
(c) 2004 The Gale Group
File 16:Gale Group PROMT(R) 1990-2004/May 06
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File 47:Gale Group Magazine DB(TM) 1959-2004/May 06
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File 275:Gale Group Computer DB(TM) 1983-2004/May 06
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File 649:Gale Group Newswire ASAP(TM) 2004/May 05
(c) 2004 The Gale Group

Set	Items	Description
S1	7830153	REQUEST? OR SEARCH? OR QUERY? OR QUERIE? ? OR INQUIR? OR E- NQUIR? OR RETRIEV? OR IR OR ACCESS OR ACCESSE? ? OR ACCESSING
S2	6251793	COMPENSATION? ? OR SALARY? OR SALARIES OR REMUNERAT? OR WA- GE OR WAGES OR BENEFIT? ? OR EARNINGS
S3	38327	COST(1W) (LIVING OR LABOR OR LABOUR)
S4	19442455	POSITION? ? OR JOB OR JOBS OR OCCUPATION?? ? OR INDUSTRY OR INDUSTRIES OR PROFESSION? ? OR SKILL? ? OR VOCATION?? ?
S5	15563540	GEOGRAPHIC? OR REGION? OR INTERNATIONAL OR DOMESTIC
S6	86202	S1(5N)S2:S3
S7	11735	S6(S)S4
S8	5824	S6(S)S5
S9	205	S6(S)DEMOGRAPH?
S10	3327162	FEE OR FEES OR CHARGE OR CHARGES
S11	4456720	FREE OR (NO OR WITHOUT) (1W) (COST? ? OR CHARGE OR CHARGES) - OR DISCOUNT?
S12	1113	S8(S)S7
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S14	377613	S11(10N) (S1 OR DISPLAY? OR VIEW? OR OUTPUT? OR OUT()PUT? ? OR ONSCREEN)
S15	35	S12(S)S13
S16	54	S12(S)S14
S17	12	S9(S)S13:S14
S18	89	S15:S17
S19	17	S18/2001:2004
S20	72	S18 NOT S19
S21	38	RD (unique items)
S22	4287454	REQUEST? OR SEARCH? OR QUERY? OR QUERIE? ? OR INQUIR? OR E- NQUIR? OR RETRIEV? OR IR
S23	23939	S22(5N)S2:S3
S24	3969	S23(S)S4
S25	1375	S23(S)S5
S26	358	S24(S)S25
S27	478163	S2:S3(10N)S4
S28	205767	S2:S3(10N)S5
S29	189	S26(S)S27
S30	152	S26(S)S28
S31	98	S29(S)S30
S32	40	S31/2001:2004
S33	54	S31 NOT (S32 OR S18)
S34	36	RD (unique items)
S35	9	S26(S)S13
S36	22	S26(S)S14
S37	27	S35:S36
S38	5	S37/2001:2004

S39

0 S37 NOT (S38 OR S18 OR S31)

21/3,K/6 (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07643197 Supplier Number: 63272567 (USE FORMAT 7 FOR FULLTEXT)
Web Recruiters Get Proactive -- Sites use technology to hunt for best IT workers, build communities. (Industry Trend or Event)
Mullich, Joe
InternetWeek, p43
July 10, 2000
Language: English Record Type: Fulltext
Document Type: Tabloid; Trade
Word Count: 1940

... job situations.
Steps are already being taken in this direction. Korn/Ferry International, the executive search firm, maintains a free executive recruitment service on careerjournal.com called FutureStep that accentuates skills analysis. Users fill out...

...and career motivators. Within 24 hours, candidates can log onto their personal home page and retrieve career feedback, including a potential salary market value.

Candidates then have the opportunity to be considered for positions listed with FutureStep...

21/3,K/7 (Item 5 from file: 16)
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07528431 Supplier Number: 63111831 (USE FORMAT 7 FOR FULLTEXT)
Salary.com's Compensation Data Now Available On Vault.com; Deal Enables Career Web Site to Provide Job Seekers and HR Pros with Accurate, Timely Compensation Information.
Business Wire, p2144
July 5, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 562

... quality apart from any other compensation information available on the Internet. Vault.com visitors can search for compensation at no charge by industry, region and job title in just three steps by using the Salary Wizard. Site visitors simply choose an industry and position from a series of drop-down menus that are supplemented by detailed job descriptions for thousands of titles. Once the visitor selects the appropriate job information and Zip code, the Salary Wizard instantly returns a detailed salary report for any given position, in any given locale.

"Salary.com has become the destination for accurate, authoritative salary data...

21/3,K/19 (Item 17 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

04241041 Supplier Number: 46209324
Area's Largest Executive Search Firms
Boston Business Journal, p26
March 8, 1996
Language: English Record Type: Abstract
Document Type: Magazine/Journal; Trade

ABSTRACT:
...with 232 originations in 1995; followed by Isaacson, Miller (Boston, MA) with 136; then Korn/Ferry International (Los Angeles, CA) with 121. The

list also shows completions in 1995; **searches** open; minimum **salary** ; average **salary** ; **fee** structure; recruiters and employees; preferred **industries** ; offices in Massachusetts; total offices; headquarters; chief executive and title; and year founded. The data...
?t21/3,k/25

21/3,K/25 (Item 4 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

07483290 SUPPLIER NUMBER: 15634249 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Goodbye MLS? (multiple listing services) (includes related article)
Fletcher, June
Builder, v17, n9, p74(3)
July, 1994
ISSN: 0744-1193 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 2116 LINE COUNT: 00166

... But on-line real estate listing services can do much more:
CompuServe, for instance, offers **discounted** services for relocating home shoppers, including job- **search** help, **demographic** information, **cost** -of- **living** comparisons, and school system rankings--and provides an electronic monthly mortgage calculator, too. GENie offers...

?t34/3,k/1,3-6,11,14,16-17,20,22-23

34/3,K/1 (Item 1 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2004 The Gale Group. All rts. reserv.

07798726 Supplier Number: 64571868 (USE FORMAT 7 FOR FULLTEXT)
PRODUCTS & SERVICES: Site to offer commercial P/C cover online. (various new service introductions) (Abstract)
Business Insurance, v34, p12
August 21, 2000
Language: English Record Type: Fulltext
Article Type: Abstract
Document Type: Magazine/Journal; Trade
Word Count: 1049

... benefits, employment, occupational safety and health and employment projections.

Among the changes are a new **wage query** system that allows users to specify the **geographic** area, **occupation** and work level for a specific **job** and receive a published estimate of pay for that **job**.

The BLS Internet site also features a new news service, which allows users to obtain...

34/3,K/3 (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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07448791 Supplier Number: 62664332 (USE FORMAT 7 FOR FULLTEXT)
Salary.com and WetFeet.com Announce Agreement for Syndication of Online Compensation Data.
Business Wire, p2264
June 12, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 473

... resource professionals, today announced an agreement with WetFeet.com, the leading career information site for **job** seekers and provider of recruitment research and consulting to top recruiters. Under the terms of...

...with accurate, authoritative salary data via Salary.com's Salary Wizard(TM), the most comprehensive **salary** tool available for researching **compensation** by **industry**, **region** and **job**. **Salary**.com also created a unique application for WetFeet.com's new Bay Area Dot Com section allowing visitors to **search** for Silicon Valley **salaries** within the Internet **industry**.

" **Salary**.com's purpose is to be more than a destination site for accurate, comprehensive compensation...

34/3,K/4 (Item 4 from file: 16)
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07056632 Supplier Number: 58634552 (USE FORMAT 7 FOR FULLTEXT)
ENTERING THE (\$ALARY) INFORMATION AGE.
Grund, John M.
Oregon Business, v22, n10, p30
Oct, 1999
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 942

... in an incredibly competitive market for labor right now."
Her response was to roll out **SalarySource**, a **searchable** online

database that combines 48 salary surveys, covers 250 job titles and includes geographic differentials for 5,000 cities across the United States. She's pitching it as a...

34/3,K/5 (Item 5 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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06973397 Supplier Number: 58960274 (USE FORMAT 7 FOR FULLTEXT)
womenCONNECT.com's Envision: Life after College First Business Site to
Cater to Post-Collegiate Women Launches.
PR Newswire, p0522
Jan 26, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 703

... women and men across 78 professions, from accountant to
veterinarian.
Envision also features an online job -search database and Personal
Search Agent(SM) -- offered through a partnership with CareerBuilder, the
Reston...

...based leading provider of targeted interactive recruiting on the Web.
Users can search this national job database by a number of criteria
including geographic location and salary range, and the Personal
Search Agent(SM) will conduct these same searches and automatically
deliver matches to the user's...

34/3,K/6 (Item 6 from file: 16)
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06973394 Supplier Number: 58960271 (USE FORMAT 7 FOR FULLTEXT)
womenCONNECT.com's 'Envision: Life After College' Making the Grade for
Young Businesswomen.
PR Newswire, p0519
Jan 26, 2000
Language: English Record Type: Fulltext
Document Type: Newswire; Trade
Word Count: 587

... women
and men across 78 professions, from accountant to veterinarian.
Envision also features an online job -search database and Personal
Search Agent(SM) -- offered through a partnership with CareerBuilder, the
Reston...

...based leading provider of targeted interactive recruiting on the web.
Users can search this national job database by a number of criteria
including geographic location and salary range; and the Personal
Search Agent(SM) will conduct these same searches and automatically
deliver matches to the user's...

34/3,K/11 (Item 2 from file: 47)
DIALOG(R)File 47:Gale Group Magazine DB(TM)
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04548195 SUPPLIER NUMBER: 18481211 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Need a new job? Get to work on the Web. (World Wide Web lists sites for
employment opportunities) (includes unrelated Web sources for medical
information, news, entertainment) (Internet Today)
Kennedy, Shirley Duglin
Information Today, v13, n7, p38(2)
July-August, 1996

ISSN: 8755-6286 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2079 LINE COUNT: 00177

... text search by keywords, company name, and state only, while the latter allows more precise searches based on job title, salary, experience, and, geographic area. You'll also find job hunting tips and a resume-posting service.

* The Monster Board (<http://www.monster.com/>) offers...

34/3,K/14 (Item 5 from file: 47)
DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2004 The Gale group. All rts. reserv.

03151364 SUPPLIER NUMBER: 06497544 (USE FORMAT 7 OR 9 FOR FULL TEXT)
How to find a job online.
Van Camp, Ann J.
Online, v12, n4, p26(7)
July, 1988
CODEN: ONLID ISSN: 0146-5422 LANGUAGE: ENGLISH RECORD TYPE:
FULLTEXT
WORD COUNT: 3259 LINE COUNT: 00275

... by 40 technical and managerial job categories are divided into Jobs and Resumes. The standardized job descriptions include job title, type of business, salary range, geographic location, descriptive information, educational level desired, and contact. The standard resume lists desired position, salary range, geographic location desired, employment background, professional certification, educational level, and contact. After selection of a job category in Jobs or Resumes, the search can be narrowed by specifying salary, location, Standard Industry Codes (SIC), degree codes, or keywords. The database also has tips on resume writing and...

34/3,K/16 (Item 2 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

12964925 SUPPLIER NUMBER: 68274166 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Landing a job in a strange new world. (Internet job sites)
Jennings, Andrea T.; Hayes, Michael
Journal of Accountancy, 190, 6, 55
Dec, 2000
ISSN: 0021-8448 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 3538 LINE COUNT: 00283

... brought back 480 hits.
* www.careers.yahoo.com
Highlights include a job-search engine, a salary calculator that compares salaries by region, company profiles and trend information.
* www.hotjobs.com
Check chat rooms where job seekers share...

34/3,K/17 (Item 3 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

12295326 SUPPLIER NUMBER: 63171593 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Sympatico Workplace.
Smith, Foster
National Post, 2, 161, E19
April 29, 2000
ISSN: 1493-4779 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 99 LINE COUNT: 00011

... as careers in freelance and creative writing, as well as numerous

links to national and international job search engines. Workplace also offers a salary calculator to help assess what you and your ideal job are worth and a site for posting resumes.

GUIDE TO SYMBOLS

New information: Site is...

34/3,K/20 (Item 6 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

12101658 SUPPLIER NUMBER: 62235088 (USE FORMAT 7 OR 9 FOR FULL TEXT)
From The Web ... (News Briefs)
Long, Tim
Computer Reseller News, 6
May 22, 2000
ISSN: 0893-8377 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 270 LINE COUNT: 00024

... stack up against others with similar profiles? To find out, go to our Solution Provider Salary Survey Database, which is searchable by position, certification, gender, region and title.

Or, if you're looking for a new job or have a position...

34/3,K/22 (Item 8 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

11772360 SUPPLIER NUMBER: 58056129 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The Online Job Hunt.
Rosencrantz, Michael J.
CPA Journal, 69, 11, 14
Nov, 1999
ISSN: 0732-8435 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2650 LINE COUNT: 00210

... The job hunter fills out a short questionnaire, defining the type of employment sought, the geographic area, and other information, such as salary requirements. The system queries the databases, generates a list of jobs that fit the user's requirements, and e-mails the list.

As mailing lists are...

34/3,K/23 (Item 9 from file: 148)
DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2004 The Gale Group. All rts. reserv.

11625201 SUPPLIER NUMBER: 57590775 (USE FORMAT 7 OR 9 FOR FULL TEXT)
OCCUPATIONAL ATTAINMENT AND GENDER EARNINGS DIFFERENTIALS IN MEXICO.
Brown, Cynthia J.; Pagan, Jose A.; Rodriguez-Oreggia, Eduardo
Industrial and Labor Relations Review, 53, 1, 123
Oct, 1999
ISSN: 0019-7939 LANGUAGE: English RECORD TYPE: Fulltext; Abstract
WORD COUNT: 6491 LINE COUNT: 00605

... premiums/underpayments for those employed in non-registered firms as well as public sector workers. Regional differences in earnings were also pronounced for all gender/ occupation groups except female operators and men in technical and educational occupations.

Table 5 reports the monthly earnings decompositions by occupation for 1987 and 1993. The gender log earnings differential is decomposed into two components: one attributes part of the earnings gap to differences

...
?t34/3,k/33

34/3,K/33 (Item 1 from file: 275)
DIALOG(R)File 275:Gale Group Computer DB(TM)

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01609622 SUPPLIER NUMBER: 14048429 (USE FORMAT 7 OR 9 FOR FULL TEXT)

ACM introduces CompensationView, a compendium of salary surveys.

(ACMemberNet) (Supplement to Communications of the ACM - ACM: The

Information Technology Source) (Brief Article)

Communications of the ACM, v36, n7, pS11(1)

July, 1993

DOCUMENT TYPE: Brief Article

ISSN: 0001-0782

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 231 LINE COUNT: 00019

... includes:

The CV Book, containing an interview with Jack Wilson, comments on the major computing **industry salary** surveys and the ACM members' **salary** survey data; a combined table of five salary surveys; a cost of living map (showing U.S. only); ACM member's **salaries** by function; reviews and recommendations of job **search** literature.

The 1993 Computer **Salary** Survey, published by Source EDP. This handy book contains a pull-out survey showing **salaries** by **job** functions and U.S. **regions**.

Cost for ACM members is \$12; nonmembers, \$20. Credit card orders: 800-342-6626 (in...

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(c) 2004 Institution of Electrical Engineers
File 6:NTIS 1964-2004/May W1
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File 8:Ei Compendex(R) 1970-2004/Apr W4
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(c) 2004 Int.Fdn.of Empl.Ben.Plans
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File 65:Inside Conferences 1993-2004/May W1
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(c) 2004 FIZ TECHNIK
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Mar
(c) 2004 The HW Wilson Co.
File 111:TGG Natl.Newspaper Index(SM) 1979-2004/May 06
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File 144:Pascal 1973-2004/Apr W4
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File 202:Info. Sci. & Tech. Abs. 1966-2004/Feb 27
(c) 2004 EBSCO Publishing
File 233:Internet & Personal Comp. Abs. 1981-2003/Sep
(c) 2003 EBSCO Pub.
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(c) 1998 Inst for Sci Info
File 483:Newspaper Abs Daily 1986-2004/May 03
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File 603:Newspaper Abstracts 1984-1988
(c)2001 ProQuest Info&Learning

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S1	2625600	REQUEST? OR SEARCH? OR QUERY? OR QUERIE? ? OR INQUIR? OR E- NQUIR? OR RETRIEV? OR IR OR ACCESS OR ACCESSE? ? OR ACCESSING
S2	1780101	COMPENSATION? ? OR SALARY? OR SALARIES OR REMUNERAT? OR WA- GE OR WAGES OR BENEFIT? ? OR EARNINGS
S3	7770	COST(1W) (LIVING OR LABOR OR LABOUR)
S4	7098360	POSITION? ? OR JOB OR JOBS OR OCCUPATION?? ? OR INDUSTRY OR INDUSTRIES OR PROFESSION? ? OR SKILL? ? OR VOCATION?? ?
S5	6034368	GEOGRAPHIC? OR REGION? OR INTERNATIONAL OR DOMESTIC
S6	7983	S1(5N)S2:S3
S7	1628	S6 AND S4
S8	999	S6 AND S5
S9	97	S6 AND DEMOGRAPH?
S10	255	S8 AND S7
S11	1581075	FEE OR FEES OR CHARGE OR CHARGES
S12	2209817	FREE OR (NO OR WITHOUT) (1W) (COST? ? OR CHARGE? ?) OR DISCO- UNT?
S13	13	S10 AND S11
S14	17	S10 AND S12
S15	7	S9 AND S11:S12
S16	33	S13:S15
S17	10	S16/2001:2004
S18	23	S16 NOT S17
S19	22	RD (unique items)
?		

?t19/7/19-20

19/7/19 (Item 1 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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06121413 SUPPLIER NUMBER: 58657591
WORKING THE WEB; Tools for Tracking Paychecks and Prospects
Johnson, Carrie
Washington Post, p E.4
Aug 24, 2000
ISSN: 0190-8286 NEWSPAPER CODE: TWP
DOCUMENT TYPE: News; Newspaper article
LANGUAGE: English RECORD TYPE: ABSTRACT

ABSTRACT: There are many things to like about Salary.com. Chief among them: You don't have to fill out an onerous and intrusive registration form to get compensation data. The site offers brief but thorough **job** descriptions, **regional** salary information, and comparisons among salaries in several U.S. cities, all with printable charts. A weekly chat forum and feature articles on such topics as corporate restructuring and bonuses round out the content on the site. Check out the salary data and find, for instance, that managing editors of Web sites in the Washington area earn a median salary of \$98,121--about \$6,000 more than the national figure for the same **job**. In Boston, though, these designers and managers of Web content rake in a median salary of \$100,618. The site of this technical recruiting company can try a person's nerves. The introduction to its 2000 salary survey, especially a reference to the mid-1980s song "The Future's So Bright I Gotta Wear Shades," induced a cringe. But get past that, and the sometimes sluggish pace of downloading Web pages in the PDF format, and you'll find the **job** descriptions and **regional** breakdown for dozens of tech **jobs** are worth a look. You can **access** the **salary** information online **free**, without becoming a part of Kforce's database of recruits.

19/7/20 (Item 2 from file: 483)
DIALOG(R)File 483:Newspaper Abs Daily
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05210413
Getting Ahead: Web Transforms Art of Negotiating Raises
Lublin, Joann S
Wall Street Journal, Sec B, p 1, col 3
Sep 22, 1998
ISSN: 0099-9660 NEWSPAPER CODE: WSJ
DOCUMENT TYPE: News; Newspaper
LANGUAGE: English RECORD TYPE: ABSTRACT
LENGTH: Long (18+ col inches)

ABSTRACT: Unsure about her worth at the outset of her **job** **search**, she found a U.S. **salary** database on a Web site created by Marshall Consultants, a New York executive-search firm. It was a trove of salary information supplied by more than 16,000 communications professionals. Ms. (Holly) Peckham's conclusion: She should be making about \$37,000 a year as an account executive at a PR agency serving high-tech clients. That was about \$9,000 more than she was earning as an assistant account executive at Schwartz Communications in Waltham, Mass. In a world where information is power, salary negotiations have long been greatly imbalanced. But the Internet is changing that, as burgeoning numbers of Web sites offer salary surveys, **job** listings with specified pay levels and even customized compensation analyses. Armed with this data, workers are finding their hands strengthened as they haggle over compensation for a new **job** -- or try to improve their pay at a current one. JobSmart, run by a **regional** public library agency in San Mateo, Calif., offers links to 150 **free** salary surveys on the Web that draw about 4,000 visitors a day. Exec-U-Net, a for-profit **job** search network, divulges **free** information about the salary, bonus and stock options offered for about 650